

Facts About...

Marketing

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

Marketing is

- developing a product or service
- making potential customers aware of and want the product or service
- selling the product or service to them

Everyone in your organization should

- make marketing a part of their job
- be aware of your marketing message, values, vision and goals
- reflect these messages in everything they do
- act as a sales person and a customer service representative

Every contact with customers and potential customers should

- carry a consistent message
- support a clear and consistent image in the community
- solidify brand recognition...“They’re the people who...”

A “Brand” includes

- images that represent your organization
- ideas that represent your organization
- symbols such as a name, logo, slogan and concept
- values, ideas and personality of your organization
- concepts that increase understanding of your products and their quality

Good marketing begins with

- researching your target audience so you can meet their needs
- solving a problem or showing positive outcomes produced by your product
- asking questions
 - “What outcomes will those who respond to your marketing receive?”
 - “What outcomes does your organization want to achieve?”

Marketing’s 5 “P”s are

Price

What price are you asking your customer to pay for your product (money, time and/or effort)?

Place

Where are you asking your customer to go to get your product?

Is it safe and available?

Public relations

Does your organization have a positive public image?

Positioning

Is your product positioned to meet a need in a particular market?

Product

Is it unique?

Does it have a story to tell?

Is it affordable? Valuable?

The most effective marketing

- is clear and simple
- uses active, positive words, simple sentences and short paragraphs
- keeps the language informal and warm
- uses headings and sub-headings to separate key messages
- eliminates jargon and acronyms
- provides a context for the message, then presents information logically

Effective marketing design

- supports the organization's brand
- uses lots of white space and large fonts
- includes graphics that support your message
- gives information to the reader on how to respond to your message

Evaluate your marketing results by asking the following

Did we reach our goals and outcomes?

Did our target markets achieve the outcomes we promised them?

What can we do differently next time?

Remember

- know your customers and market to their wants and needs
- customers buy for their reasons, not yours

